

The more-than-proportionate increase in County and City retail sales, which we discussed earlier, and the more-than-proportionate increase in per capita expenditures which these imply, will certainly not continue indefinitely. We will project per capita expenditures at the observed rate of increase in real income to roughly the current North Carolina level of income and expenditures, and at about three-fourths of the projected rate of increase in real income beyond that point. It must be emphasized, however, that this is a very optimistic assumption. The Median Income table opposite shows the wide differences between the two divisions of the trade area, and between the County and State.

TABLE V-2  
1959 MEDIAN FAMILY INCOMES

Outer Trade Area	\$2,100
Inner Trade Area	3,150
Smithfield City	\$3,704
Johnston County	2,469
North Carolina	3,956

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SOURCES: 1960 Census of Population, Division  
of Community Planning estimates.

With the population, real income, and rate of change in per capita total expenditures projections, we can return to the five selected categories of retail stores and develop estimates of their sales volumes. From census data we can obtain per capita expenditures in each of these five kinds of stores for North Carolina as a whole. These are then adjusted